





Innovative Tools for Managing High-Risk R&D Teams

WHY CARE? . . . the link to ATP

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ATP Criteria

What We Look For in a Proposal



Economics

• S&T Merit (50%)

Innovations in the Technology High Technical Risk & Feasibility Quality of R&D Plan

• Broad-Based Benefits (50%)

Economic Benefits
Need for ATP funding
Pathway to Economic Benefits



ATP Criteria

TECHNOLOGY

Scientific and Technological Merit

- Innovations in the Technology
- High Technical Risk and Feasibility
 - Quality of the R&D Plan



R&D Plan

Quality of R&D Plan

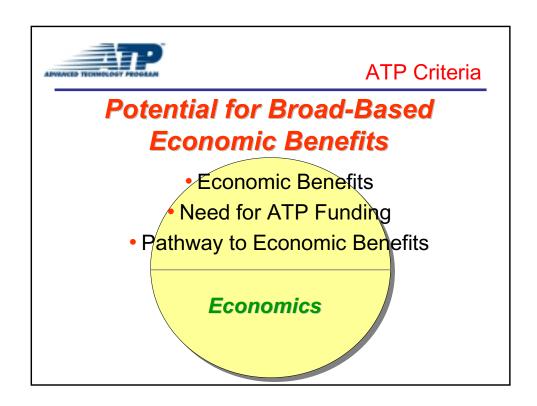
- Explain HOW the R&D will be done.
- Show that cost estimates are reasonable.
- Provide sufficient detail for peer review.
- Show communications and team strategies that keep key people involved & productive?





Team Approach

- Ensure the cross-disciplinary knowledge and capabilities required for success?
- Are all team members aware of project constraints and requirements?
- Does the team structure integrate science, engineering and business disciplines?
- What strategies are in place for team communications and problem-solving?





Economic Benefits

Broad-based Economic Benefits

- Commercialization
- · Spillovers and broader diffusion
- Commitment
- Organizational structure & management
- Experience & qualifications



Economic Benefits

Commercialization Plan and Strategy

- Identify and prioritize target applications.
- Describe commercialization strategies.
- Discuss strategic alliances.
- Indicate timing, linked to key decision points.



Economic Benefits

Spillovers & Diffusion

- How will you secure ownership & retain value?
- How will the technology reach others?
 Your sector? Other industries?

Customers? Users?

- Other knowledge dissemination activities?
 e.g. papers, conferences, tradeshows
- Key knowledge retention strategies?



Economic Benefits

Commitment

- What are you bringing to the project?
- How committed is top management
- What priority does the project have?
- · How much are stakeholders contributing
 - Collaborators? Customers? Suppliers? Investors?



Economic Benefits

Organizational Structure

- Project team integrates R&D & business people
- Well-defined roles for subcontractors & partners
- · Appropriate participation re: capacity & role
- Plan to overcome organizational weaknesses



Economic Benefits

Experience & Qualifications

- Key personnel with pertinent background
- Past performance of participating organizations
- Company history -- financial and employment
- Equipment and facilities to support people
- Related Federal R&D awards (how different)
- Plan to overcome loss of key personnel



Tips for Success

Beyond Traditional Business Plan

ATP Plan:

National economic vs. co.-only perspective

Early-stage, greater-than-usual uncertainties

Provides starting point for traditional b-plan



How to assist

The ATP Alliance Network Website

Guides applicants in building partnerships for successful ATP proposals and projects

Links to business, managerial, administrative & legal resources for successful ATP partnerships

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END

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